Hands On®

September/October 2006

issue no. 5

The Newsletter of the American Massage Therapy Association

AMTA Promotes Members to Consumers, Employers

AMTA has a new advertising campaign targeted at getting consumers to choose AMTA massage therapists for their massage, and is making contacts to guide potential employers to AMTA members as well.

The September issue of *Health* magazine will feature AMTA's full-page consumer ad, as will *Fitness* magazine and *Body & Soul* in October. Ads will continue in other national magazines through January 2007.

AMTA consumer ads will also continue on Internet search engines such as Yahoo® and Google™, along with banner ads on several health-related websites such as DrWeil.com and WebMD®. All will lead people looking for a massage therapist to *AMTA's Find a Massage Therapist*® national locator service. To help consumers remember how to find an AMTA member, we'll use our new www.findamassagetherapist.org web address in all advertising.

If you're an AMTA Professional Active member, make sure you're listed in the locator service. If you're not a Professional member, consider upgrading to take advantage of this member benefit. Just visit the Members Section of the AMTA website at www.amtamassage.org/member and follow directions for your listing, or call member services toll-free at 877-905-2700.

AMTA is also promoting members to potential employers. AMTA has placed an ad in the International Spa Association® (ISPA) 2006–2007 Membership Directory. The ad encourages spa owners to visit AMTA's newly revised Job Bank (formerly the Career Center) at www.amtamassage.org/jobbank to view resumes of members who are interested in working in spas. The same ad will also run in upcoming issues of *Pulse*, the ISPA members' magazine.

AMTA is planning other advertising and expanded public relations efforts to promote AMTA members to a variety of audiences, including the medical community and those hiring massage therapists for workplace massage.

All AMTA Professional, Associate and Student category members can post a resume in the Job Bank free of charge.

AMTA's vision for the future is for AMTA members to be society's preferred choice for massage. These are just some of the efforts to accomplish that goal.

AMTA Board Plans for the Future

Focuses on Member Experience, Professional Competence

The Planning Committee and staff directors met in late June to work on possible strategies for goal areas identified by the AMTA Board of Directors at its annual retreat and meeting. The committee, which is separate from the board, discussed the twofold nature of AMTA's mission to serve both members and the profession of massage therapy. They also discussed related year-end information, including the current state of the profession and the results from a recent member loyalty study.

The committee recommended two areas of strategic focus for FY07/08, which were then adopted by the board in its regular July conference call:

- To build member loyalty by improving benefits, services and the chapter experience.
- To build professional competency by articulating the profession's body of knowledge, in collaboration with other industry stakeholders.

These areas of focus are continued from FY06/07. AMTA's planning cycle now calls for AMTA staff to develop a plan of activities to support the board-approved strategic focus as the next step. Once staff has planned its support activities, the financial impact of the focuses will be determined and next year's budget built.

In other business in its conference call, the board made several decisions and prepared for planning the FY07/08 budget.

The board approved revisions to outdated policy on financial reporting to chapters, and accepted Minneapolis for the site of the 2010 National Convention.

The board allocated percentages of its expense budget into three areas: 97.22 percent for

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Editor: **Jane Seiberling**
Associate Editor: **Valerie A. Danner**
Graphic Designer: **Peg Churchwell**
Director, Comm. & Mark.: **Dean G. Vaeth, CAE**
Contributors: **Mary Beth Braun**

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Information contained in *Hands On* does not necessarily reflect the opinions or beliefs of AMTA and/or the staff of *Hands On.* AMTA, founded in 1943, is the oldest and largest nonprofit, national, professional organization serving massage therapists in the United States, Canada and 27 other countries.

Membership in AMTA is open to all qualified individuals regardless of race, creed, national origin, gender, age, marital status, religion, sexual orientation or physical handicap.

Mission: To serve AMTA members while advancing the art, science and practice of massage therapy.

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PRESIDENT'S LETTER

"The secret of joy in work is contained in one word - excellence. To know how to do something well is to enjoy it."
– Pearl Buck, The Joy of Children, 1964

Keeping your feet on the path and your eyes on the future

In our search for achieving success, it's necessary to look toward the end of the road or where we want to end up in order for us to develop a path to get there. If you're like me, there have been times in our lives that we've wished we could just wave a magic wand to get to the end of the road without having to go through the challenges of the journey. The truth is that it's the ups and downs we encounter along the journey that enable us to continue to strive for excellence.

One of the association's goals is for AMTA members to have the competencies, skills and professionalism to be successful. For the association, this means that we support schools, accreditation, national certification, licensing in every state and continuing education. We also promote excellence in all these endeavors.

As for you, my hope is that you received a quality education that laid the foundation for your competency, skills and professionalism, so you can offer the best massage to your clients, and grow your practice to your desired level. On your journey, I hope that you continue to take advanced education classes to increase your competencies and skills in order for you to be the best massage therapist you can be.

To illustrate your professionalism to your clients, I trust you proudly display your professional membership certificate, the AMTA logo and the AMTA code of ethics in your office.

My wish for you is that you're as proud as I am to be an AMTA member and are confident that AMTA is continually looking for ways to support your success.

Make today your best,

Mary Beth Braun
AMTA President

Change on the AMTA National Board of Directors

On July 21, 2006, the AMTA Board of Directors accepted the resignation of Vice President Claude Gagnon (WI) for personal reasons that required immediate attention. In accordance with standard policy, the board elected Kathleen Miller-Read (WA) to replace Gagnon, effective as of August 10, 2006. Miller-Read previously served on the board as a vice president from 2002–2005. Her term of office will be through February 28, 2007.

Massachusetts Passes Massage Therapy Law

The Massachusetts Senate and House recently overrode Governor Romney's veto of Senate Bill 2258, the massage therapy licensing legislation. This legislation was added to the Acts of 2006 on June 29 and will take effect in 90 days. This makes Massachusetts the 37th state, in addition to the District of Columbia, to regulate massage therapy.

The Massachusetts law requires the state board of registration of massage therapy to receive applications for licenses by May 1, 2008. The full text of the law is available at www.mass.gov/legis/laws/seslaw06/sl060135.htm.

The new law includes the "must-have" provisions identified by AMTA as necessary for fair and consistent regulation of massage therapy. AMTA believes that consistency in regulations across states will help achieve portability of massage credentials, making it easier for therapists to practice where they choose. In collaboration with other stakeholders in the profession, AMTA's Government Relations (GR) program is working to resolve the current patchwork of massage therapy regulations.

For the full listing of AMTA's "must-have" and "should-have" licensure provisions and a complete description of the goals of the GR program, log in to the GR program page at www.amtamassage.org/member/legislative/gr_program.html.

Protect Yourself Against Scams

In recent months many massage therapists have been victims of e-mail and telephone scams. In fact, con artists have targeted many types of professionals with the same approaches. The good news is that once you know what to look for it's easy to spot these swindles.

The most common scam, called a "cross-border scam," involves an e-mail from someone who claims to be planning a visit to the United States and wants to schedule a series of massage sessions. The person sends a cashier's check in advance for far more than the cost of massage and asks you to return the difference. Unfortunately, the check is counterfeit. Even though your bank may tell you the check has cleared, it actually takes your bank several weeks to process it and discover the fraud. By then, you've lost the amount sent as a refund, and the bank requires you to cover the entire amount of the check.

Another scam that was common a few years ago and is being used again now is the "809, 284 and 876" area code scam. This is a scam that tricks customers into calling an international number, usually through an ad, a page, an e-mail or a voicemail message that asks you to call a certain phone number. These area codes are based in the Caribbean and don't require you to dial 011 first, as you normally would for an international call. Not only will you be charged international rates when you call these area codes, but some of these numbers are also extremely expensive pay-per-call numbers.

In the United States pay-per-call numbers must warn you that you'll be charged for the call, but because these are outside the United States, they're not subject to U.S. laws. The telephone numbers in this scam charge as much as $2,000 per minute. To protect yourself, never return calls from strangers to an unfamiliar area code. You can also do an online area code search to find out where you're calling before you return a call to a strange number.

The Federal Trade Commission has several websites that give practical tips on how to protect yourself from scams. You can read more about the area code scam at www.ftc.gov/bcp/conline/pubs/alerts/phonscam.htm, or learn about spam scams, cross-border scams, and how to file a complaint about spam or other forms of computer misuse at onguardonline.gov.

AMTA encourages you to be careful opening e-mails from e-mail addresses you don't recognize. Be even more cautious about responding to unsolicited e-mails. Remember, it's always good business practice to trust your instincts. If an offer sounds too good to be true, it probably is.

If someone claiming to be affiliated with AMTA contacts you and it seems suspicious, please don't hesitate to check with the AMTA National Office toll-free at 877-905-2700 or by e-mail at info@amtamassage.org. It's illegal for someone to use AMTA's name without our permission.

Board Plans
Continued from page 1

support of ongoing activities, to keep the organization's current activities running; 1.13 percent for support of the strategic plan, to achieve the future direction of AMTA; 1.65 percent to address emerging requests/opportunities, where funding will be needed for items that were not known when the budget was planned.

The board also approved the ongoing in-kind donation and cash grant to the Massage Therapy Foundation for FY07/08. The foundation's mission is to advance the knowledge and practice of massage therapy by supporting scientific research, education and community service. AMTA has sustained financial support of the foundation since its incorporation in 1990.

The Massage Therapy Foundation offers a variety of programs and services that support scientific research, education and community service.

Since 1993 the foundation has awarded $193,698 in community service grants and $362,042 in research grants to organizations and researchers all over the United States and abroad. Some community service funds have reached communities dealing with HIV/AIDS, cancer and child abuse, among many others. Research funded includes studies of massage and cancer treatment, pain management, muscle tension and range of motion.

Since 2005 the foundation has sponsored an annual Student Case Report Contest. This educational contest is designed to be integrated into massage schools' existing programs and the guidelines lay the groundwork for students to produce a clinical case report. Cash prizes are awarded to the top three winners and the first-place winner's report is published in a peer-reviewed journal.

To learn more about these and other foundation programs and resources, please visit www.massagetherapyfoundation.org.

If you'd like to support the important work of the foundation, please consider making an online donation at https://www.massagetherapyfoundation.org/found_makedonation.html.

To read more about AMTA's strategic planning cycle or refer to any past articles, log in and download issues of *Hands On* in PDF at www.amtamassage.org/member/handsonindex. html.

fingerprints

Member Provides Massage to Riverdance Troupe

Becky Cooper (NY) works on Melissa Convery, lead dancer for Riverdance, between performances.

Over the course of three days, Becky Cooper (NY) worked four three-hour shifts for Riverdance, massaging tap dancers, members of the Moscow Folk Ballet Company, and even a flamenco dancer. Every 20 minutes a different dancer arrived at her table wanting deep tissue work on his or her legs.

"I was to show no mercy," says Cooper. "I had to work quickly and think fast. By the time I finished work on one dancer, the next was knocking at the door, ready for his or her turn."

Cooper set up an impromptu work space under the main stage at the Auditorium Theatre in Rochester, New York. One client she worked on that day was Melissa Convery, a principal dancer with the Riverdance Irish Dance Troupe. Convery requested deep tissue work to her legs. Because of the type of dance Convery and many of the other dancers perform, there is a significant amount of stress put on her peroneus muscles. Since these muscles evert the foot, Cooper says she incorporated stretching of the peroneal muscles by moving the foot into inversion, along with some percussion and deep longitudinal stripping.

The experience was one Cooper won't soon forget. "As a New York State licensed massage therapist for only eight months, this extraordinary three days of massage work would not have been possible without membership in the American Massage Therapy Association," says Cooper. "Scott Lamb, medical officer for Riverdance, locates massage therapists who specialize in deep tissue and sports massage in each city where Riverdance performs by using *AMTA's Find a Massage Therapist*® national locator service."

"I recently saw the fifth and final show," Cooper says. "The show began and my heart beat to the rhythm; it was a perfect way to conclude the demanding massage work I had done on these hardworking dancers. The force of the dance brought tears to my eyes. It was precise and beautiful!"

Volunteers Needed for APHA

Volunteer massage therapists are needed to demonstrate massage at the annual meeting of the American Public Health Association (APHA), taking place in Boston, Massachusetts, November 4–8, 2006.

Adam Burke is a professor in the Health Education Department at San Francisco State University and co-chair of the APHA's Alternative and Complementary Health Practices special interest group. For the past three years he has been bringing acupuncture providers to the APHA meeting to raise interest in complimentary and alternative medicine (CAM) therapies. This year he'd like to include massage therapy.

"We provide the space and encourage people to come in. We offer the service for free for exposure to the public health community," Burke says.

The Alternative and Complementary Health Practices booth is used for the CAM services. Therapists are welcome to display cards and other promotional materials at the booth tables.

The APHA annual meeting draws about 12,000 attendees and is a good opportunity for local massage therapists to build relationships with the medical community. If you're interested in participating, contact Burke at aburke@sfsu.edu or 415-338-1774. For more information on APHA go to their website at www.apha.org.

Hoopfest 2006 A Big Success

On June 24-25, the Washington Sports Massage Team massaged athletes at Spokane, Washington's annual Hoopfest, an event that raises money for organizations like the Special Olympics as well as other basketball-related activities.

The two-day event shuts down the majority of streets in downtown Spokane, as teams come together to battle it out in three-on-three basketball tournaments. This year's event drew an estimated 6,140 teams and 23,961 players.

According to Delaney Farmer (WA), one of the event directors and a volunteer therapist, the Washington Sports Massage Team has been working the Hoopfest for the last three years. "With our team doing over 30 events in a year, this is the largest participant event that we are involved in," says Farmer.

Over the last 17 years the event, which is run by the Spokane Hoopfest Association, has donated more than $835,000. For more information about next year's Hoopfest and to volunteer visit their website at www.spokanehoopfest.net.

Clockwise from top: Delaney Farmer (WA), Ashley Pulse-Sanborn (WA) and Robert Swanson (WA) were on hand to provide massage to athletes at Washington state's annual Hoopfest.

Member Therapist Appears as Expert Witness

by Glenath Moyle (OR), LMT

Henry Tobeck (OR) has been a licensed massage therapist since 1992.

Henry Tobeck (OR), BS, LMT, was the prime witness in a civil court case that resulted in the award of substantial economic and non-economic damages. The plaintiff successfully made the case to a jury that massage was, and is, the only treatment that provides her with relief for her chronic pain and has received compensation to allow its continuation over her expected life span. Further adding to the status of the profession, a massage therapist was accepted and allowed to testify during a jury trial as an expert medical witness.

A 47-year-old school teacher suffered injuries in December 2003 when a Portland police officer's patrol car hit her stationary vehicle at about 35 mph. The plaintiff's car was pushed 15 to 20 feet, and she was taken to an emergency room on a backboard with suspected neck and back injuries. A week later she visited her family practice physician complaining of pain everywhere. She was prescribed anti-inflammatory medication and physical therapy.

She continued to see her physician for constant pain and was referred to a pain rehabilitation specialist and also to a massage therapist. She saw Tobeck, who has been practicing massage in Oregon since 1992, for several series of massage and described Tobeck's massage as "a godsend" and "able to help with muscles and get them working."

The City of Portland admitted liability and the only issue at trial was the determination of damages to be awarded. During the approximately four hours of testimony over two days, medical evidence was given by the plaintiff's family practice physician and her massage therapist.

Tobeck spent 90 minutes giving evidence and being questioned in depth on his notes documenting the plaintiff's pre- and post-treatment pain levels for each of the 75 separate sessions. Over the course of these sessions the plaintiff demonstrated long-term improvement, on a pain scale of 0 to 10, from a level 7 to a level 2 or below.

The emphasis on Tobeck's massage during this trial came from the plaintiff's testimony that it was the only treatment that helped reduce her pain. Her physician stated that she "does not expect any change [in the plaintiff's condition] over the next few years," "doesn't know if [the plaintiff] will ever get better" and "massage… seems to work best" for the plaintiff's chronic pain syndrome. These statements were not challenged by the defense.

The plaintiff requested that she be awarded economic damages of her medical expenses to date, plus the cost of two massages per month for her life expectancy of 34.5 years at approximately $1,800 per year.

The jury verdict awarded the plaintiff $61,100 for economic damages plus $40,000 for non-economic damages, that is, pain and suffering. Notable during this trial was a total lack of animosity and a high degree of cooperation between the parties as they strove to come to a fair and equitable settlement.

Glenath Moyle is a member-at-large on the AMTA National Board of Directors and former president of the AMTA Oregon Chapter. This article was originally published in the August 2006 issue of the chapter newsletter, Oregon News.

First Licensed Massage Therapist Gets Proper Burial 50 Years After Death

On June 24, 2006, 16 massage therapists from around Ohio gathered at Calvary Cemetery in Dayton, Ohio, to honor the first person ever designated to be state licensed to practice massage therapy.

Agnes Forbes, from her 1915 license application.

Ohio was the first state to specifically license massage as a health care profession, and Agnes B. Forbes was the first person to receive a massage license, which was effective January 4, 1916. Forbes died in 1957 at age 87, but charity was required to pay for her funeral preparations. The costs of her burial were never paid and she lay in an unmarked grave for nearly 50 years.

When John Fred Spack (OH) was asked by the AMTA Ohio Chapter to conduct some historical research leading up to the 50th anniversary of the chapter in 2005, the condition of Forbes' grave was discovered. In short order, the Ohio Chapter approved the establishment of a memorial scholarship fund in her name, paid off the burial expenses and purchased a headstone.

"Agnes Forbes is an inspiration to massage therapists who value professionalism," says Spack. She obtained her training in massage in her native Canada at the Toronto Orthopedic Hospital and soon emigrated to the United States. Her career in Dayton, Ohio, led to relationships with three hospitals, including her help in providing massage for childhood victims of polio at a newly established convalescent hospital.

When the medical board of Ohio implemented its new licensing law in 1915, it called to its aid "persons of established reputation and known abilities," according to state law, to administer the licensing examination for practitioners who could not be grandfathered in.

Forbes was one of two persons called to conduct the November 1915 examinations in massage and Swedish movements. As it turns out, Forbes was mentioned first in the minutes of the board when a motion was passed to grant practice licenses to the examiners. While this is something of a technicality, her life in service of massage therapy was a fact.

Photograph by Rick Greely

Enjoy the Benefit of NMTAW

Celebrating 10 Years of Promoting Massage Therapy

Celebrate AMTA's 10th annual National Massage Therapy Awareness Week® (NMTAW), October 22–28, 2006! As an AMTA member you have the opportunity to celebrate it on your own, with other AMTA members and with your chapter. It's never been easier than now to raise awareness of the benefits of massage while demonstrating your profession and skills to the public.

One way to participate is to display the new NMTAW poster, designed to promote massage and AMTA members to the public. You've probably already received your free copy in the Fall issue of **mtj**™. This poster is perfect for display in your practice or place of work. Use it at NMTAW events or post it in a public place like a community center, library or coffee shop where consumers will see it.

If you want additional posters, visit the Shopping Mall at the AMTA website, www.amtamassage.org/shoppingmall. Posters can be purchased in packs of 10 for $8.95, including shipping. If you don't think you'll use all 10, try sharing an order with another member. Visit the NMTAW page in Members Section of the website, www.amtamassage.org/member/nmtaw.html, for more information and a download of the new NMTAW logo.

Remember to report how you participated in NMTAW this year. After your activity or event, fill out a member, school or chapter report form, located on the NMTAW page, and send it to the AMTA National Office. It's a great way to share your NMTAW activities with other members. Whether you're participating with others or on your own, every effort is equally important in promoting massage and the profession!

If you have any questions about NMTAW, contact Karla Karapetian at the National Office toll-free at 877-905-2700 ext. 133 or by e-mail to kkarapetian@amtamassage.org.

AMTA Hosts Chapter Volunteers at CVOP 2006

AMTA hosted the fourth annual Chapter Volunteer Orientation Program (CVOP) in Evanston, Illinois, July 13–16. A record 94 chapter officers, representing 48 chapters, took part in the training. The goal of the weekend was to introduce chapter officers to serving on a nonprofit board and give them a better understanding of their roles and responsibilities particular to AMTA. As in past years, chapter officers themselves helped develop the curriculum and content through their communications with National staff.

Randy Pennington kicked off CVOP on Thursday with a rousing keynote address focused on how chapter leaders can serve AMTA members. This was Pennington's first time with AMTA and his energy and enthusiasm were infectious. He has more than 20 years experience training in areas including leadership, change management, relationship building and accountability. He also volunteers at both the state and national level for organizations such as the American Heart Association and United Way.

Leadership Outfitters followed up on Friday and Saturday with two days of fun-filled and interactive training sessions. Topics ranged from the responsibilities of chapter board members to communicating effectively for outstanding member service. Leadership Outfitters provides leadership seminars for businesses and associations and has worked with AMTA on CVOP since it began in 2002.

Attendees also had the opportunity to explore programs and services offered by National staff and its partners in serving the profession such as NCBTMB and COMTA at Friday afternoon's Program Fair. New at this year's Program Fair were one-on-one consultations with AMTA's government relations staff. The Massage Therapy Foundation also presented an overview of the foundation and its programs, opportunities for collaboration with chapters, and fundraising efforts such as the dollar-per-member campaign.

Attendees mingled with new and old friends at Thursday's welcome reception and throughout the weekend. Chris Voltarel, chapter relations committee chair and CVOP emcee for the last three years, says "CVOP is always a great experience for everyone who attends. It provides chapter leaders with an opportunity to learn more about their roles in the association, gives them a chance to meet one another, and to share experiences and lessons learned. I always walk away feeling like I have 100 new friends!"

Top: CVOP attendees pose for a photo during the last session.

Middle: Left to right: Gail Friedman, governance program manager, demonstrates website features for Sharon LaGrant (WY), Ken Youngberg (MN) and Tiffany Phillips (KS).

Bottom: Left to right: Therron Ricks (UT), Mike Hinkle (FL), Jonathon Bergstrom (CO), Rachel Romannelli (MT) and Charlie Stricklin (SC) discuss chapter financial planning and budgeting at a CVOP session.

Want to volunteer for your chapter? Visit the AMTA volunteer database at www.amtamassage.org/AMTA-VolunteerCenter or contact Monica Love, volunteer development manager, toll-free at 877-905-2700 ext. 115 or by e-mail to mlove@amtamassage.org.

MASSAGE THERAPY FOUNDATION

Foundation Announces 2006 Student Case Report Winners

The Massage Therapy Foundation is pleased to announce the winners of the 2006 Student Case Report Contest. This year's Gold Award goes to Lindsay Phipps Eisensmith from the Connecticut Center for Massage Therapy in Groton. Her report is titled "Massage Therapy Decreases Frequency and Intensity of Symptoms Related to Temporomandibular Joint Disorder." Eisensmith will receive $2,500, an invitation to present her report in a foundation-sponsored session at the AMTA 2006 National Convention in Atlanta, $1,000 each for herself and her faculty supervisor to attend the convention, publication of her report in *Journal of Bodywork and Movement Therapies (JBMT)* and several other prizes including WinCity SOAP Notes software.

Eisensmith states, "Researching TMJ dysfunction and treatment gave me a better understanding of the etiology of the syndrome, and the knowledge to apply my skills to address the symptoms. I studied techniques … in more depth, and witnessed first hand how powerful therapeutic massage is as a tool for managing pain. The case study contest has been a phenomenal experience, and I'm looking forward to the opportunity to share this experience when I present my research at the national convention."

The Silver Award goes to Meg Russell from Sandhills Community College in Pinehurst, North Carolina. Her report is titled "Massage Therapy Benefits Restless Leg Syndrome." Russell receives $2,000, an invitation to present her report as a poster session during the convention, publication of her report in *JBMT* and several other prizes.

The foundation awarded an Honorable Mention to Peggi Honig from the Potomac Massage Training Institute in Washington, D.C., for her report titled, "A Case Report of the Treatment of Piriformis Syndrome: Applying Modalities of Therapeutic Massage and Bodywork."

The student case report contest promotes research literacy in massage therapy schools by integrating research into schools' existing programs. With the support and cooperation of schools, students learn to write a research case report and begin to incorporate research into their practice habits.

Save the Date
The foundation will co-sponsor the "First International World Congress on Fascia Research: Basic Science and Implications for Conventional and Complementary Health Care Practitioners," to take place October 4–5, 2007, at Harvard Medical Conference Center, Cambridge, Massachusetts. For more information please visit www.fascia2007.com.

Donor Spotlight
A special thank-you to Steve Kitts and the Connecticut Center for Massage Therapy (CCMT) for their recent generous donation to the Massage Therapy Foundation. CCMT and Kitts have been dedicated and generous supporters of the foundation's work over the years. Kitts is a former volunteer for the foundation, and his school (CCMT) has been a benefactor since 2000.

Post Convention Registration Still Open
Armed & Ready—Assessment & Treatment of the Upper Extremity
Presented by David Kent
12 contact hours

There's still time to register! To learn all about this seminar and register, go to www.amtamassage.org. All proceeds will benefit the Massage Therapy Foundation.

Learn More About Us
Are you interested in reading about past projects the Massage Therapy Foundation has funded? If so, visit www.massagetherapyfoundation.org/grants_past.html to learn about research and community service projects that have been funded since 1993.

AMTA Has Remodeled the Shopping Mall

You can do your shopping for your practice without leaving your home through AMTA's online Shopping Mall. With a brand new look, new products and improved navigation, you can purchase your massage therapy products quickly and easily.

The redesigned site makes it easy to shop with improved product images, the ability to view your previous orders, and a running dollar total displayed in the right corner of the page reminding you how much is in your cart while you shop.

You'll find recently added items include Stronglite® massage tables; Ergo-Pro massage chairs, accessories, carts and carrying cases; textbooks; and AMTA member exclusives, including new polo shirts with the AMTA logo, AMTA gift certificates and newly redesigned "Power of Touch" brochures that you can distribute at your practice to better inform your clients. Be sure to visit the Shopping Mall often for more new products.

And remember—you'll always get the lowest pricing when you log in with your member ID and password. You'll save up to 20 percent off the nonmember rate! Just go to www.amtamassage.org/shoppingmall and log in to shop and save.

Guide Your Professional Association by Voting!

It's time to start thinking about casting your vote. Elections are coming up for the national board. Because AMTA is member-driven, we rely on the support and participation of members in all aspects of the association.

All AMTA Professional members in good standing are eligible to participate in elections. Here are the key upcoming dates for the election cycle:

November 1: Election packets are mailed to eligible voters.

December 1: Completed ballots are due.

January 1: Results will be announced on the AMTA website on the first business day of the new year.

March 1: New officers assume office. New call for candidates is issued; cycle begins again.

Note: Scheduled dates that fall on a Saturday, Sunday or holiday are moved to the next business day.

education

2006 Calendar

October 9 (late afternoon) **–10** (all day)*
AMTA Board of Directors Meeting
Atlanta, Georgia
Contact: 877-905-2700, ext. 157
gmitchell@amtamassage.org
* For exact times visit www.amtamassage.org/member/chapcen.html

October 11–14
AMTA 2006 National Convention
Atlanta, Georgia
Contact: 877-905-2700, ext. 143
hstearns@amtamassage.org

October 13–14
AMTA 2006 Teachers Conference
Atlanta, Georgia
Contact: 877-905-2700, ext. 150
mestes@amtamassage.org

October 22–28
National Massage Therapy Awareness Week
Contact: 877-905-2700, ext. 133
kkarapetian@amtamassage.org

Correction

In the July/August issue of Hands On, *the article "Board Begins Plans, Goals for FY07/08" incorrectly stated that the board had approved job descriptions for chapter volunteers. Chapter volunteer job descriptions have not yet been presented to the board. The Governance Committee is currently working on chapter volunteer job descriptions and will be bringing some of these to the board for approval at the October meeting.*

Hands On *regrets the error.*

Upcoming Deadlines

October 18, 2006 – January/February 2007
December 18, 2006 – March/April 2007

Hands On welcomes contributions from AMTA members. All submissions must include must include contact information, and may be edited for space and clarity. *Hands On* does not accept advertisements. Address all correspondence to:

Editor: Hands On, 500 Davis St.,
Suite 900, Evanston, IL 60201-4695
Phone: 877-905-2700, ext. 144
Fax: 847-864-1279
e-mail: handson@amtamassage.org

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Register Now for CE Opportunities at National Convention

If you hurry, there's still time to register for the AMTA 2006 National Convention in Atlanta, October 11–14. Pre-registration is available until September 22 and on-site registration will begin Wednesday, October 11 at noon at the Hilton Atlanta.

A new addition to the convention this year is the Council of Schools Teachers Conference, which will be held October 13–14. This conference is open to all registered attendees and will highlight topics specifically designed for massage therapy educators.

As part of the Teachers Conference, two sessions have been designed to address novice and experienced teachers separately. The novice-level session will address massage professionals interested in becoming educators or who have just started teaching. The experienced-level session will address those who have been teaching for a number of years and are looking for creative ways to address specific topics. These sessions are:

- Bloom's Taxonomy and Student Assessment Strategies – Whitney Lowe
- Integrating Muscle Palpation into the "Science" Classroom – Joe Muscolino

For massage therapists there are a variety of continuing education sessions to attend. Some highlights at this year's convention are:

- Neuromuscular Therapy: Unique Aspects of Whiplash Syndrome – Judith DeLany
- Introduction to Stone Massage – Bruce Baltz
- Palpation Reliability for Injury Prevention – Ron McKnight
- Coming Home to Our Bodies – Suzanne Scurlock-Durana
- Boomerang Marketing: Getting Clients in Your Door & Back Again – Felicia Brown

Please check for availability on the above classes as some may have sold out.

Can't attend the entire convention? Register for single-session classes. Sessions range from three-hour courses to a full-day eight-hour course, and even a 16-hour course that runs over two days.

Whatever else you do, be sure to explore the Exhibits Marketplace. Stop by the AMTA booth where we'll have three raffle drawings for a chance to win travel expenses and convention registration for the AMTA 2007 convention in Cincinnati. You can learn about what's going on in the association, have your membership questions answered and pick up a free gift.

In the Marketplace you can also visit with more than 100 exhibitors to stock up on your favorite products and learn what's new in the industry.

We hope to see you in Atlanta! For additional information, go to www.amtamassage.org or call the National Office toll-free at 877-905-2700, ext. 143.

Hands On
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500 Davis St., Suite 900 • Evanston, IL 60201-4695 • HandsOn@amtamassage.org